

Bangladesh Pharma Industry: Challenges Ahead

According to the Directorate General of Drug Administration (DGDA), there are currently 200 active pharmaceutical companies in Bangladesh. About 22,000 brands of drugs are sold which cover 1500 types of medication. The industry meets 98% of the demand for medication in the country and can be considered to be self-sufficient. According to IMS Health, annual pharmaceutical sales in the local market may reach BDT 160 billion within 2018. The major export destinations for Bangladeshi medicines are Myanmar, Sri Lanka and Kenya, while nearly 50 countries import Bangladeshi medicines regularly. The growth in exports has averaged over 10% from 2010 to 2014. In 2015, the exports were over \$ 41.17 million. Pharmaceutical companies are trying to export to regulated, unregulated and moderately regulated markets. The domestic market is highly concentrated and competitive. The local manufacturers dominate the industry capturing market share of 90% while the multinationals cater to the remaining demand. According to IMS Health, the top 10 companies hold 68.5% market share, the top 20 hold 85.73%, and the top 31 hold 94.1%, while the remaining 169 companies shared 5.9% among them.

The WTO has granted Least Developed Countries relaxation on intellectual property rights until 2033. We must devise strategic business plan to have a major breakthrough for the enhancement of market share for the survival by 2032. Because after that period we do not know that if at least 10 % of total products may fall in this patent protection the prices will be at least 4 times higher than existing.

Like India / China we have not developed any mechanism for reverse engineering to get rid of royalty payments. Still we are 96 % import-based for API, nor have we developed Drug Testing Lab to match the phrmaco kinetics / dynamics with the original branded products which is necessary for reverse engineering process being done by India to get waiver from royalties on patented products. If we fail to develop on these, then the prospect of Bangladesh's pharmaceutical industry as a whole may not be as per our expectations.

Source: The Independent, on Sept 17, 2016.



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Global potential of Renata



According to the IMS research conducted in 2014, the global pharmaceutical market is worth \$ 1 trillion a year. Most of the growth in Pharma market is coming from the emerging economies which have maintained a constant health as percentage of GDP, whose economies are growing fast (World Bank Database, 2015). This means that the health care spending in these countries is increasing. In this new environment, some portfolio of Pharma products will increase in sales globally while others will decrease.

One of the products that will decrease is antibiotics, mainly due to the rise of drug resistant bacteria. In fact the first case of bacteria resistant to all the antibiotics, including the antibiotics of last resort has already been deducted in the USA.

On the other hand many of the drugs will have increasing demands in the future. Some of them include, Cardio vascular, Anti cancer, Anti-ulcerine drugs as well as the animal healthcare products.

Among the Bangladeshi pharmaceutical companies, Renata Limited is uniquely qualified to compete in the above growth markets, along with maintaining and increasing current share in the shrinking market. Renata's cardio vascular products are considered on par with global standards. With the increase in global cardio vascular diseases, Renata is positioned to supply the global market with high quality low cost cardio vascular products. Also, due to the increase in global food consumptions as established earlier the demand for both anti ulcerine products as well animal health products will increase. Renata is

already considered one of the biggest player's in the anti ulcerine market through its MAXPRO brand. It is also the biggest producer of Animal Health products in Bangladesh. Thus Renata is ready to exploit this market. And to capture the Oncology products market Renata has already established a new SBU named as Renata Oncology Limited which is already in operation. So, through its increasing manpower and manufacturing capacity Renata is now getting prepared to compete in the Global market and increase its market share globally.



New Accreditation for Renata

We are proud to announce that, Bangladesh Accreditation Board (BAB) has granted New Accreditation to two pharmaceutical testing laboratories of Renata Limited. Newly accredited (as per ISO/IEC 17025:2005) laboratories are:

1. **Quality Control Laboratory (Central Laboratory)**
2. **Quality Control Laboratory (Potent Product Facility)**

Md. Lokman Ashfaqu Mainuddin, Quality Assurance Manager, QAD I, Renata Limited and Mr. Md. Robiul Alam, Head of QCD, QAD II, Renata Limited received the certificates from Mr. Md. Abu Abdullah, Director General, Bangladesh Accreditation Board. The laboratories will now have the benefits of having greater confidence in the accuracy and international acceptability of their test results.

The certificates and scopes of accreditation can be viewed on BAB website at www.bab.org.bd.

EDITORIAL

It was an eventful year for Renata. It's amazing to see how we have already crossed 2016 with a bang. Be it the largest Family day celebration ever or Pohela Baishakh celebration, or introducing different kind of training programs for the staffs, 2016 has been a remarkable one. We are always trying to make sure to give prompt service to our internal stakeholders and establish HR as a Brand Ambassador of Renata to the external ones. We are starting the new year with new hope and enthusiasm and we pledge to take Renata to new heights.

Have a wonderful, eventful year. All the best!!

SAD DEMISE:

We are deeply sad to share the news that between July and December 2016, we have lost three of our Renata Family Members. Mr. Billal Hossain Uzzal of Tangail Depot, Mr. Mizanur Rahman of Chakaria Depot and Mr. Md. Anisur Rahman Rana of Khulna Depot. Let us all pray for the eternal repose of the departed souls and for the bereaved families. May they find the strength to carry on in their time of sorrow.

THE LONG SERVICE AWARD 2016

The Renata Long Service Award (LSA) is presented to the employees of Renata Limited in recognition of their long period of engagement with the organization. This award is presented to the employees who have completed at least 5 (Five) years of continuous service. The highest number of years served by employees during this year's LSA was 35 years which was received by Mr. Md. Wazedul Amin, Head of Surveillance Department. This year the LSA has been awarded to a total of 599 employees across the organization.



Lights on PURNAVA

Ms. Raeesa Rahemin
Senior Officer, Herbal Division

As you may have seen in the last few months, Purnava is emerging as a wellness oriented brand. The name "Purnava" has received a lot of attention recently, as they conducted various activation programs in super shops, corporate, schools etc, Including celebrating World Egg Day, World Men's Day, being a Gold Partner of Dhaka Lit Fest, Home Fest, Foodies Marathon and hosting a series of events in different schools for Universal Children's Day. Purnava is working hard to make a mark and increase engagement with its customers. The Children's Day activities involved participating in 3 different schools with the agenda of teaching children regarding self-defense, mental health, and proper nutrition, in varying degrees. These events were really helpful in associating Purnava with a positive image.

Moreover, Purnava has increased its activity digitally and is regularly communicating its products in appealing visuals on its Facebook page. This increased activity has resulted in helping their audience learn about Purnava products. Purnava is using this digital momentum to start the #PurnavaFitnessChallenge on Facebook, where people are tagged and asked to take a personal challenge to become fitter in 50 days from the day they start the challenge. This has been taken well by the audience so far, and has motivated a lot of people to live a healthier lifestyle.

To continue a positive path down a long journey, Purnava is gradually establishing itself as a wellness brand by promoting the importance of good mental and physical health, and thus will bring to you a Wellness Festival in 2017, to bring together health, fitness, wellness, and fun activities all under one umbrella. All members of the Renata family are cordially invited to come and enjoy the festival. More details will follow closer to the event date.

The 43rd AGM of Renata Limited

The 43rd Annual General Meeting (AGM) of Renata Limited took place on Saturday, the 19th of November, 2016. It was held at the Lakeshore Hotel of the city. The Meeting was chaired by the Chairman Dr. Sarwar Ali in the presence of all the Board Members. During the year 2015 company's Net profit and net sales rose by 17% and 16% respectively. And in the first six months of operation in 2016 both net profit and net sales rose by 22%.



New Comers

New faces have joined Renata in between the second half. (Jul 2016 - Dec 2016).

Area of Operation	No's
Production Department	08
Quality Assurance	20
Engineering Department	19
Project Management	02
R&D, Int. Regulatory Affairs	08
Operation Services	03
Finance	04
Marketing	01
HR	01
IT	01
Sales Pharma Division	143
Animal Health Division	37
Distribution Department	12
Purnava Limited	09
Renata Oncology Limited	01



Renata Women's 'Network

A new platform has been emerged as Renata Women's Network (RWN). RWN will be focusing on guidance, development of professional and personal growth, work-life balance and fitness of its members. There will be various activities to achieve these goals; like mentoring & coaching, leadership development, counseling, spot the hidden talents, fitness program and many more. By creating this network a buzz has already been created among the employees and they are super excited. One of the things that emerged from the discussion is the belief in diversity and inclusion. In regard to that we hope that this will be a platform for both male and female employees to unlock their full potential. Renata, through its various efforts and strategy is striving to bring a harmonious culture within the organization and beyond.

My Renata Story

Mr. Md. Lokman Ashfaqu Mainuddin
QA Manager, QAD I

"One fine evening in May 2010, I got a call from Head of QA of Renata, Dr. Iqbal that he selected me for an informal interview. He was looking for a QC manager for the General plant QC lab. It was quite memorable for me as it was an interview in a car on the way to Rajendrapur. End of the day, I was selected & got a call from Mr. Jubayer Bhai (then HR Manager) next day. I didn't think twice to make up my mind as Renata is among the fastest growing pharmaceutical companies having inherited culture from Pfizer, USA. And I would be the custodian of its state of the Art Central QC Lab in Mirpur. From the very first day the entire QC team welcomed me with a warm heart and extended their full support that it took little time for me to adjust with my new responsibilities. Especially can remember Mrs. Shahnaz, Mrs. Bilquis, Mr. Sanwar, Mr. Zahid & Mr. Anwar. I was also enthralled seeing the practices of Renata like employee oriented health policy, CSR activities and it's passion for a green environment. Suddenly, there was another twist as my reporting boss Dr. Iqbal left to take new challenges at Incepta Biotech. I was there to steward the ship in the right direction. It was an excellent gesture of our CEO to allow me to look after QA as an added responsibility to my QC job. It is in fact a nice example about how Renata helps employees to grow. But I am not alone; I got the direct guidance of my CEO. And I was included in the Leadership training where I first learned the 21 Laws of Leadership. I personally experienced how Renata nourishes the Leadership principles across the organization. Then comes the second memorable day in my Renata career, on 15th Feb 2011, when I was designated as QA Manager within a span of 8 & a half months only. I was highly motivated and exploring my capacity to go the extra mile. I was assigned with

added responsibilities too. Surely I got all the divisional heads beside me and it was excellent team work that helped me to shape up the function of QA division I shortly. I particularly remember the whole hearted support of Mr. Alamgir, GM-Operation, Dr. Sayma Ali, GM-Manufacturing, Mr. Musaddeq, GM-Sales and Mr. Siraj, Head of AHD who were reasonably logical to address the needs of QA in that transition period. In discharging my responsibilities, I got excellent support from the CEO regarding freedom of thinking, innovative ideas, new investments and fresh recruitments to infuse latest technology and young promising professionals into my team. Central QC is capable of testing fatty acids in egg yolks to minute amount of actives in pharmaceutical dosage forms. It even confirms the quality of mosquito repellent spray through testing by high-tech Gas Chromatography. It is the QA division I which now maintains quality across the Pharmaceutical & Veterinary products to the Cold chain of the depots to the Wellness products of Purnava to Herbal products to the products of Renata Agro. Over the course of my time here, I came across the values, practices & culture of Renata that made it a 'Brand'. It gives me immense motivation when I visited the state of the Art Facilities & well built modern Depots of Renata, it's a pleasure to walk through the track of Renata Park, use the well equipped Gym or play table tennis. I couldn't forget the moment when I became champion in the inaugural badminton tournament. End of the day Renata taught me to think like entrepreneurs, helps me to carry out my responsibilities with ownership effects. I enjoy my moments here, I feel proud to be a part of 'Brand' Renata. And I wish I have an endless journey with Renata"

Resistance of Micro organisms to Antibiotics: An Impending Disaster

Dr. Ahmed Taher

Senior Medical Officer, Medical Department

The occurrence of the misuse of antibiotics is highly prevailing in Bangladesh. This sort of misuse has been in different dimensions. Elaborating these dimensions in short means the improper selection of an antibiotic and/or inappropriate dosage, inappropriate dose frequency, and inappropriate duration of the course. These are largely the reasons for which micro organisms are being resistant to antibiotics.

If the current trend of antibiotic misuse continues, then by the end of 2050, 1 person in every 3 seconds will die due to the lack of effective antibiotics to fight against micro organisms.

Half a decade ago, the term XDR-TB (Extensively Drug Resistant Tuberculosis) was very familiar. But shortly after that period, TDR-TB (Totally Drug Resistant Tuberculosis) has started to emerge. This is a greater or probably the greatest issue to be concerned. TDR-TB cases have been reported recently in India, Iran, and Italy. In Bangladesh, tuberculosis is still highly prevalent and there is every apprehension that as a nation we might face such catastrophe of TDR-TB if we are unable to stop irrational use of antibiotics.

Other than TB, there are huge examples of antibiotic resistance in our country being observed clinically. Recently, according to the culture and antibiotic sensitivity report of the clinical microbiology lab of ICDDR,B, the organism E.coli was found to be resistant to 16 antibiotics out of 17 (sensitive to colistin only). After the last decade of 1980, no different category of antibiotic with newer mechanism of action has been available. The global pharmaceutical companies have withheld to extend their research regarding antibiotics because a newer molecule of antibiotic shortly after invention used to get ineffective so cheaply.

So, it is essentially a high time for each and every individual of the nation to get cautious and to facilitate the stop of irrational use of antibiotics. We should take an antibiotic only if it is indicated by the evidence of presence of micro organism in our body. The minimally authorized body to determine the said evidence should be the MBBS physicians. The policy makers at the national level, the public health professionals, the main stream media and the general mass of people can collaborate to work together to create and raise awareness regarding this. Otherwise, as stated by Dr. Tom Frieden of Center for Disease Control and prevention, "It is the end of the road for antibiotics unless we act urgently....."

EYE ON RENATA

NEW DEPOT



Our Bogra Depot has recently started operation in its new establishment.

Korotoa Depot (Bogra)

Inaugurated on: October 20, 2016.

Address: Betgari, Dhaka Road,
Banani, Bogra



RECOGNITION

Institute of Cost and Management Accountants of Bangladesh (ICMAB) has recently awarded "ICMAB Best Corporate Awards 2015" to a total of 52 companies on Wednesday October 23, 2016 for their outstanding performance especially in corporate governance. The Finance Minister Mr. Abul Maal Abdul Muhith handed over the awards to the winners as the chief guest during a function at a city hotel. Renata Limited secured third position for the "ICMAB Best Corporate Awards 2015" for Pharmaceutical companies. Mr. Khokan Chandra Das, Head of Finance, Renata Limited received the award on behalf of Renata Limited.

MAXPRO CROSSES 200 CRORE MARK

MAXPRO one of Renata's prominent products for Gastric relief recently crossed the BDT 200 crore sales mark in the calendar year. This achievement is celebrated among the company including representatives from different functions. Maxpro is a quality anti ulcerine product by Renata Ltd.

Did You Know??

RENATA HRIS

Renata HR is going to introduce a new HRIS to provide full support to the employees. Currently this is under development & UAT phase. This is an online based HRIS which will be deployed in association with Business Automation Ltd. Through this employees will get prompt support for day to day HR support (i.e. Leave management, different requisition) and other necessary support. Also it will minimize the regular usage of papers. For further information regarding this please contact Human Resources Division.



2017

WELCOME
HAPPY NEW YEAR

HAPPY NEW YEAR

RENATA HR wishes everyone a very Happy New Year 2017. May you all enjoy great times and a prosperous year ahead.



BE A PART OF RENATA INSIGHT

We are looking for contributions from members of the Renata Family to make this newsletter more interactive. Keeping that in mind we expect more write-ups from the employees of Renata Limited. Last but not the least we would like to give special thanks to those who have given us various inputs to make this issue interesting. You can email your write-ups to-

anupom.chowdhury@renata-ltd.com, saheeb.ahmed@renata-ltd.com

Job Fair Participation

Job Fairs are the place where the employers meet their potential future leaders and the jobseekers meet their potential employers. Keeping this view in mind Renata recently participated in the **BDJOBS RAOWA Career Festival 2016, AIUB Campus Career Festival** and **BYLC Career Fair**. Our HR team met with the officials, students, graduates, representatives from other companies and other excited visitors at the job fairs. One of the main intentions for participating in the fairs was to attract and recruit the potential Future Leaders of tomorrow. Overall it was a stimulating experience for both the Renata HR Team and the candidates. Through such participation we hope that potential candidates have learned not only about the employment opportunities at Renata but also about the company as well.



Renata Safety Week

Renata Limited celebrated "Safety Week, 2016" from 19th November to 23rd November at three different sites with a motto "Think Safe, Talk Safe, Work Safe". To get the goal of developing and strengthening the "Health, Safety and Environment (HSE)" activities among people to the workplaces through various events like "Rally, Walk The Talk, Find The Hazard, Best Safety Slogan, Best Safety Employee and Prize Giving Ceremony" were held during the campaign.

Learning Sessions

Various types of professional development programs are being conducted throughout the organization round the year. It is with the intention that Renata family members will be empowered and encouraged to be more productive wherever they are contributing. The recent programs include: Advanced Pharmaceutical Quality Assurance & Control Excellence – 2016, Business Intelligence with MS Excel, Digital Marketing Summit and Motivational training by Mashrafi Bin Mortaza for Purnava Limited.



- Renata Sales Conference
- Renata Badminton Tournament 2017
- Leadership Training
- Supervisory Skill Training, Labor Law training, Stress Management Training, Training on MS Excel, Corporate Coaching, Team Building session, and many more.



International training on Quality Assurance

Renata HR is highly focused towards the skill development program for employees. Hence, to equip our human resources about the key international legislation and guidelines covering Quality Management, the employees working in our Quality Assurance Divisions participated in the "Advanced Pharmaceutical Quality Assurance & Control Excellence – 2016" which was held between October 19, 2016 – October 21, 2016 at Hotel Grand Millennium, Malaysia.

This has been conducted by Mr. Peter Deegan who is a highly experienced Pharma Quality Management Systems professional.



Celebrity Talk

Celebrity Talk is being regularly conducted as part of the skill development program for the newly elected Professional Service Officers (PSOs). In the recent sessions Renata is proud to have had some of the renowned actors and actresses namely **Mr. Anisur Rahman Milon, Mr. Azad Abul Kalam, Mr. Riaz Uddin Ahamed Siddique, Mr. Shahiduzzaman Selim, Ms. Zakia Bari Mamo, Ms. Wahida Mollick, Ms. Afsana Mimi, Ms. Suborna Mustafa, Mr. Chanchal Chowdhury** conducted interactive sessions. They came to Renata to share their experience and success stories with the participants. Their presence, inspirational speech and experience sharing session in relation with effective selling techniques has added value to the development of our future leaders.

Off Topic:



Mr. A: "Boss, I need a half day holiday. My wife needed my hand on shifting furniture."

Boss: "No, you can't get a half day leave at this time."

Mr. A replied: "Thank you boss, I know I can count on U"

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